

Message Text

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PAGE 01 BOMBAY 00065 090353Z

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-08 /019 W

-----095663 090357Z /70

R 061114Z JAN 78

FM AMCONSUL BOMBAY

TO SECSTATE WASHDC 7888

INFO AMEMBASSY NEW DELHI

AMCONSUL CALCUTTA

AMCONSUL MADRAS

UNCLAS BOMBAY 0065

E. O. 11652: N/A

TAGS: BEXP, BTIO, IN

SUBJ: INVESTMENT OPPORTUNITY - AN INDIAN FIRM SEEKS UPGRADED
TECHNOLOGY TO MANUFACTURE SYNTHETIC VANILLIN

1. VITAL ORGANICS PRIVATE LIMITED, 43 DR. V.B. GANDHI MARG,
BOMBAY 400 001, A MANUFACTURER OF CHEMICAL AND PHARMACEUTICAL
RAW MATERIALS, HAS SOUGHT OUR ASSISTANCE IN OBTAINING AN
UPGRADED TECHNOLOGY FOR THE MANUFACTURE OF SYNTHETIC VANILLIN.

2. VITAL ORGANICS, A MEDIUM SIZED FIRM, IS CONTROLLED BY THE
GANDHI FAMILY OF BOMBAY. OTHER FIRMS (ALL PHARMACEUTICAL)
CONTROLLED BY GANDHI ARE AMERICAN HOME PRODUCTS LTD., VITAL
PHARMACAL LTD. AND U.S. VITAMIN AND PHARMACEUTICAL CORP.
(INDIA) LTD., ALL OF BOMBAY. THE LAST NAMED FIRM IS A JOINT
VENTURE WITH USV PHARMACEUTICAL CORP. OF NEW YORK. VITAL
ORGANICS AND ITS ASSOCIATES ARE BELIEVED TO BE WELL-
ESTABLISHED IN THEIR LINE OF BUSINESS AND ENJOY GOOD
BUSINESS REPUTATION. PRINCIPAL FACTOR IN THESE FIRMS IS
MR. A.V. GANDHI, WHO IS ALSO A DIRECTOR OF VITAL ORGANICS.

3. VITAL CLAIMS TO BE THE SOLE PRODUCER OF SYNTHETIC VANILLIN
IN THE COUNTRY. ITS MANUFACTURING PROCESS FOR THE ITEM IS BASED
ON GERMAN KNOW-HOW WHICH STARTS FROM ORTHOANISIDINE TO
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GUAIACOL AND LEADING TO VANILLIN. VITAL IS PLANNING EXPANSION
OF ITS VANILLIN PLANT AND BELIEVES THAT THE CURRENT INPUT-
OUTPUT RATIO UNDER THE GERMAN PROCESS NEEDS TO BE UPGRADED
OR REPLACED FOR ECONOMIC PRODUCTION IN ITS EXPANDED PLANT.

4. FOR THIS PURPOSE, VITAL ORGANICS IS SEEKING A LICENSOR TO
PROVIDE AN UPGRADED TECHNOLOGY WHICH SHOULD PROVIDE A

CONVERSION OF 80 PERCENT AND ABOVE VANILLIN FROM GUAIACOL.
VITAL ORGANICS IS ALSO AGREEABLE TO CONSIDER ANY OTHER
ECONOMICAL PROCESS FOR THE MANUFACTURE OF THE ITEM. IT IS
WILLING TO BUY THE TECHNOLOGY EITHER ON A ONE-TIME PAYMENT
BASIS OR ON A RECURRING ROYALTY PLAN.

5. ACTION REQUESTED: WE WOULD APPRECIATE YOUR DISSEMINATING
VITAL ORGANICS' PROPOSAL SPECIFICALLY AMONG US MANUFACTURERS
OF SYNTHETIC VANILLIN. INTERESTED PARTIES SHOULD COMMUNICATE
DIRECTLY WITH MR. A.V. GANDHI. WE WOULD LIKE TO RECEIVE
PARTICULARS OF FIRMS WHICH SHOW INTEREST IN THIS PROPOSAL.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 jan 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BOMBAY00065
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780012-0528
Format: TEL
From: BOMBAY
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780193/aaaadaox.tel
Line Count: 74
Litigation Code IDs:
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Litigation History:
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Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 08 feb 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3820188
Secure: OPEN
Status: NATIVE
Subject: INVESTMENT OPPORTUNITY - AN INDIAN FIRM SEEKS UPGRADED TECHNOLOGY TO MANUFACTURE SYNTHETIC VANILLIN
TAGS: BEXP, BTIO, IN
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/a79c01e6-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014